

MENTHOL AD

From Philip Morris

NICOTINE EXTRACTED REFRESHMENT

HOW NATURE SUPPLIED THE CATALYST FOR
THE NEXT BREAKTHROUGH IN SMOKING.

Cool, brisk, sparkling water. That's what we used
to remove nicotine from the tobacco in the
world's first nicotine-extracted menthol.

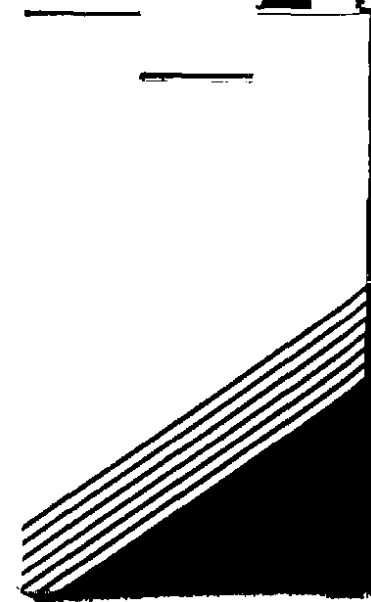
97% of the nicotine has been re-
moved. Taken away naturally by our
patented water process, the same way
caffeine is removed from coffee. Leaving
our mild, natural tobacco's mild and natural.



But while the nicotine is gone, the
brisk menthol flavor is right where you
want it.

Making it a distinct, refreshing
menthol.

WHAT YOU WANT
OUT OF A CIGARETTE.



Available in Lights, Ultra Lights, Regular and Menthol.

2045723817

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

CONCEPT AD: ART NAME TEST-I